

INVOICE



WPTV
1100 Banyan Blvd.
West Palm Beach, FL 33401
Main: (561)655-5455
Billing: (877)290-6105

Invoice #	Invoice Date	Invoice Month	Invoice Period
314433-1	10/21/12	October 2012	10/01/12 - 10/17/12

Station	Account Executive	Sales Office	Sales Region
WPTV	Marta Salazar-Perren	EWS - Washing	National

Billing Address:

McLaughlin & Associates
Attention: Accounts Payable
919 Prince Street
Alexandria, VA 22314

Advertiser	Product	Estimate Number
Bogdanoff / Republican / S	Ellyn Bogdanoff Campaign	580

Flight Dates	Order #	Alt Order #
10/15/12 - 10/17/12	314433	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling
Duplicate Invoice

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Send Payment To:

WPTV
P.O. Box 116871
Atlanta, GA 30368-6871

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/15/12	10/17/12	M-F 9-10a	9-10a	1-----	:30	1	\$650.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 1----- 1 \$650.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 10/15/12 9:28 AM M-F 9-10a 9-10a :30 BOGTV12003REVHO \$650.00 NM									
2	10/15/12	10/17/12	M-F 10-11a	10-11a	--1----	:30	1	\$475.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 --1---- 1 \$475.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV W 10/17/12 10:52 AM M-F 10-11a 10-11a :30 BOGTV12003REVHD \$475.00 NM									
3	10/15/12	10/17/12	M-F 12n-1p	12-1p	111----	:30	3	\$425.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 111---- 3 \$425.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 10/15/12 12:24 PM M-F 12n-1p 12-1p :30 BOGTV12003REVHD \$425.00 NM 2 WPTV Tu 10/16/12 12:10 PM M-F 12n-1p 12-1p :30 BOGTV12003REVHO \$425.00 NM 3 WPTV W 10/17/12 12:37 PM M-F 12n-1p 12-1p :30 BOGTV12003REVHO \$425.00 NM									
4	10/15/12	10/17/12	M-F 6-630p	6-630p	111----	:30	3	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 111---- 3 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 10/15/12 6:13 PM M-F 6-630p 6-630p :30 BOGTV12003REVHO \$1,800.00 NM 2 WPTV Tu 10/16/12 6:15 PM M-F 6-630p 6-630p :30 BOGTV12003REVHO \$1,800.00 NM 3 WPTV W 10/17/12 6:23 PM M-F 6-630p 6-630p :30 BOGTV12003REVHD \$1,800.00 NM									
5	10/15/12	10/17/12	M-F 7-730p	7-730p	-1-----	:30	1	\$950.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -1----- 1 \$950.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Tu 10/16/12 7:01 PM M-F 7-730p 7-730p :30 BOGTV12003REVHO \$950.00 NM									

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314433-1	10/21/12	October 2012	10/01/12 - 10/17/12

<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>
Bogdanoff / Republican / S	Ellyn Bogdanoff Campaign	580

<u>Total Spots</u>	9	<u>Gross Total</u>	\$8,750.00
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Payment Terms 30 Days

<u>Agency Commission</u>	\$1,312.50
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<u>Net Amount Due</u>	\$7,437.50
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